

Abstract

Title: **Marketing Research of Customer's Satisfaction in Sport Centre JEREMI Sport**

Objectives: The aim of the study was to determine customer's satisfaction with services offered in the sport centre JEREMI sport. Based on the results to develop proposals for improving services and increase customer's satisfaction.

Methods: The research used a qualitative and quantitative method of questioning. For quantitative methods were used polling, for qualitative were used observation and interview.

Results: The results are shown in graphs, tables, and cross classification. Then forwarded to the management of the sport center to increase customer's satisfaction.

Key words: Sport marketing, service, service marketing mix, quality, expectation